

The image shows the front cover of a spiral-bound notebook. The cover has a light beige, textured fabric-like surface. A dark brown border is visible around the edges. On the left side, a silver-colored metal spiral binding is attached. The title "Getting the Word Out" is printed in a large, black, serif font in the upper-middle section. Below it, the subtitle "A Notebook for Marketing" is printed in a smaller, black, serif font.

Getting the Word Out

A Notebook for Marketing

The Marketing Challenge

- Narrow focus on key audiences
- Deepen understanding of their needs
- Develop “products” they want (at a desirable, competitive cost)
- Find the best methods of delivery
- Communicate and persuade them to “buy”

The Classic Education Model

- Students assemble in a place to work toward the tangible goal of a degree program
- Benefit seen as successful future
- Institution defines most of the courses
- Students accrue credits as they learn
- Product = the institution and degree

The Service Education Model

- Students take courses or join programs to fulfill clearly perceived needs
- Basic framework is variable
- Product is the individual course subject matter (knowledge)
- Marketing challenge different, often greater

Factors To Confront

- Markets (potential participants) differ from place to place
- Mission to serve a large, varied community
- Great competition for time and interest
- Lack of general awareness
- Misunderstanding
- Hard to motivate

What's Your Strategy?

- Sell more to the same people?
- Find new people?
- Both require product development
- Both require communications

Know Your Audience

- Who are they?
- What do they think, feel, need?
- Where do they go for information?
- Who do they listen to?
- How can you listen to them?

The Traditional Marketing Mix

- The Four P's
- Product -- based on audience needs
- Place -- where best to deliver the product
- Price -- money, time, effort, etc.
- Promotion -- attracting and motivating

Good News: Service Growth

- Helping people grow through learning is a growing part of the economy
- Knowledge increasingly seen as critical
- People enjoy learning new things

Promotion

- Identify the audience (and find out where they go for information)
- Determine the communication objective
- Design the message
- Select the channels (tactics)
- Develop budget and mix
- Measure the results

Objectives

- Develop awareness
- Expand knowledge
- Connect to their needs
- Increase positive emotions
- Persuade to get involved

Messages

- Useful -- perform better
- Fulfilling -- feel better
- Desirable -- interactive, interesting

Channels

- Advertising
- Sales promotion
- Publicity

Advertising

- Builds awareness, knowledge
- You control the message
- Expensive

Direct Response

- More focused on key audiences
- Must be creative to cut through clutter
- Maintaining database very important
- Response cards are critical

Work With Partners

- Who in the community has an interest in your subjects and has budgets for advertising?
- What organizations will give you space?
- Who will co-sponsor a class or program?
- Look for media partners

Sales Promotion

- Enticements to “get people on board”
- Special “introductory” sessions
- Price reductions, coupons, etc.
- Displays and presence at conventions, shows, etc.
- Handouts, premiums, samples

Network for Success

- Get to know everyone you can
- Pay special attention to those who will influence your key audiences
- Get them involved

Publicity/PR

- Speaking engagements
- Listing in media calendars
- Newsletters
- News articles
- Feature articles
- Columns
- Op-eds and letters-to-the-editor

Define “Media” Broadly

- Community weeklies
- Newsletters from hospitals, churches, community-based organizations, etc.
- Fliers, handouts, bulletin boards
- Internet sites

Public Speaking

- Puts you in front of key audiences, including “influentials”
- Address important subjects, issues
- A “taste” of program content
- Potential for media coverage

Media Calendars

- Available everywhere
- Committed to education
- Generally require long leads
- Look for special section listings to increase position and impact
- Consider an ad and an article in a special section to bolster the listing

Newsletters

- Keep core audiences informed and “in the loop”
- Require a creative approach to design and content
- Need to “connect” with audience interests
- Helpful information better than promotion
- Solicit reader feedback (write, call, email)

News Articles

- Make news
- Something new, innovative, interesting, exciting, of significant magnitude
- Exploit news
- Expert commentary
- Tie your activities to news events

Feature Articles

- People/reader oriented (“Style” “Accent”)
- “News-you-can-use”
- Design photo opportunities
- Story ideas: an unusual class or program; a special guest speaker; a special student; a “success story”
- Consumer issues common on TV

Columns

- Weekly, monthly or occasional
- Build around special subjects or specific audiences (such as organizational newsletters)
- Write centrally and customize for local markets

Opinion Pieces

- Op-eds take on prominent issues or respond to major stories or editorials
- Can address a public debate
- Should not appear self-serving
- Often require approval
- Letters-to-the-editor are similar but have less impact

Making Contact with Reporters

- Know who writes on consumer issues, youth, families and other core topics
- Contact by phone or email
- Press releases
- Pitch letters
- Headline your story
- Show how it will affect readers

Talking to Reporters

- Not just Q&A
- Know your story
- Support/illuminate with numbers, examples and quotable language
- Consider your audience
- Listen, answer, BRIDGE

Make an Impact

- Be creative in language and design
- Be bold in subject
- Talk to your audience's needs
- Understand -- and take advantage of -- current trends
- Enlist others to help carry your message
- Use the internet